

NEWS RELEASE

APEM and Alps Alpine Europe strengthen collaboration to deliver next-generation industrial HMI solutions

Partnership combines complementary expertise to support industrial OEMs with advanced, fully integrated Human-Machine Interface systems across Europe.

Caussade, France – July 2nd, 2026 – APEM SAS, part of the IDEC group, and Alps Alpine Europe GmbH have announced a strategic partnership in Europe, combining their complementary expertise to deliver advanced industrial HMI solutions to manufacturers facing growing demands for connectivity, automation, electrification, and improved operator ergonomics.

This collaboration will initially focus on the material handling sector — one of the fastest-growing segments in industrial equipment, driven by the explosion in e-commerce, warehouse automation, and last-mile logistics — before extending to off-highway vehicles, industrial machinery, and any segment where the convergence of ergonomics, connectivity, and durability is becoming a competitive differentiator.



Marc Enjalbert, CEO of APEM SAS and Sascha Kunzmann, CEO of Alps Alpine in Europe.

Combining complementary expertise

The two companies already share a close relationship through an existing joint venture in Japan. As part of the IDEC group, APEM brings deep expertise in rugged industrial HMIs, customer application knowledge, and strong relationships in demanding industrial markets.



A selection of the APEM portfolio, from components to complex and fully customized control panels.

Alps Alpine Europe contributes automotive-grade engineering capabilities, advanced electronics hardware and software expertise, automated production capabilities, and large-volume industrialization resources. Together, the two companies aim to help customers accelerate the development of highly integrated HMI systems while maintaining the robustness, reliability, and quality required in industrial environments.



A selection of the Alps Alpine portfolio.

Concrete benefits for industrial customers

Designed with customer outcomes at its centre, the collaboration will deliver:

- Fully integrated HMI systems — armrests, cockpits, dashboards, tiller heads, and modular interface panels — developed as cohesive solutions rather than assembled collections of parts.
- Automotive-grade engineering rigor applied to industrial robustness requirements, ensuring products survive the harshest operational conditions.

- Greater functional integration: sensing, connectivity, and digital services embedded directly into HMI hardware.
- Faster time-to-market on complex programs, backed by Alps Alpine's manufacturing locations in Europe — enabling short, resilient European supply chains.
- A single point of contact and collaboration, reducing the complexity customers face when managing multiple suppliers.

“Industrial customers are increasingly looking for HMI solutions that combine reliability, advanced functionality, and scalability.”

— **Marc Enjalbert, CEO, APEM SAS**

“By working very closely together, APEM and Alps Alpine Europe can align their complementary strengths to support customers more effectively in realising their ambitions for future concepts with a dramatically higher level of functional integration — without sacrificing on robustness and quality.”

— **Sascha Kunzmann, CEO, Alps Alpine Europe GmbH**

A dedicated joint team

To support the collaboration, APEM and Alps Alpine Europe have established a joint team composed of members from both companies. The team's mission is to engage with customers, identify new project opportunities, and support the development of future integrated HMI platforms ahead of industrial launch.

By combining APEM's application expertise and customer proximity with Alps Alpine Europe's large-scale industrialization capabilities, the collaboration aims to provide industrial OEMs with a stronger and more complete HMI offering, adapted to future mobility and automation challenges.

About APEM SAS

Founded in 1952 in France, APEM is a globally recognized manufacturer of industrial-grade Human-Machine Interface solutions, offering one of the industry's widest portfolios of switches, joysticks, keypads, indicators, and custom interface solutions for demanding applications. As part of the IDEC Group, Headquartered in Osaka, APEM supports customers worldwide with robust, reliable, and application-focused HMI technologies for industrial, material handling, medical, defense, and off-highway markets.

www.apem.com

About Alps Alpine Europe GmbH

Alps Alpine Co., Ltd., founded in 1948 in Japan, is one of the world's largest independent manufacturers of electromechanical components and in-vehicle infotainment products. Headquartered in Tokyo, Alps Alpine maintains ca. 100 group companies across the Americas, Europe, and Asia.

As a subsidiary **Alps Alpine Europe GmbH** has been serving European customers for more than 40 years. Based in Munich, the company also has manufacturing locations in Ireland, the Czech Republic and Hungary to serve primarily to European customers, Made in Market, with short supply chains.

www.alpsalpine.com

Press Contacts

APEM: Mrs Sylvie Bouquerel, Head of Communications
sylvie.bouquerel@apem.com

ALPS ALPINE Europe GmbH: Ryoma Komuro, Director of Corporate Planning
ryoma.komuro@company.com